

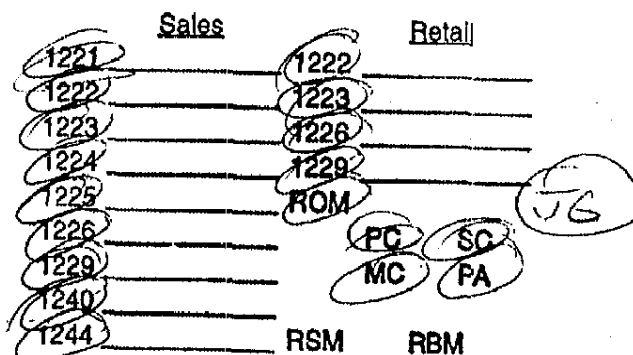
ROU Brief - 2/14/96

For: AVP/RSM/RBM/ROM/KAM/RM-DFM/MC/PC/PRC/SC

FSC-23-A

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I. DISTRIBUTE TO ALL FIELD SALES PERSONNEL

➔ Cellular Phones

Sales Personnel in Winston-Salem is reviewing Cellular phones for Field Sales employees as follows:

Objective:

- Evaluate a National Account Program for improved efficiencies of nationwide Cellular usage.
- Establish company policy/guidelines for business use and reimbursements on Cellular phones.

The first step in this process is to determine the number of field sales employees who currently use Cellular phones for business use, along with the current types of services/rates.

Your assistance is requested/needed as follows:

- ROU disseminate the attached survey form to every company employee in your region who use Cellular phones for business whether or not you authorize reimbursement at this time.
- Employee completed survey forms must be Returned to Each ROU within approximately thirty (30) days.
- ROU mail all Cellular Survey Forms to the following address:

GTE Mobilnet
6501 Weston Parkway, Suite 100
Cary, NC 27513
Attn: Mr. Rob Davis
(FYI) Phone - 919-380-4713
Fax - 919-380-4748

Once GTE Mobilnet receives the completed survey forms, they will evaluate any/all efficiencies we (R. J. Reynolds Tobacco Co.) may derive from a National Account Program. The second step in this process will be to establish company guidelines in the use and reimbursement of Cellular phones/phone charges for business usage.

ROU Program Contact: Bill Roth, extension #6316

II. ROU DETAIL

➔ 1995 Permanent POS Items

The following 1995 Permanent POS item has been placed on open order until inventory depletes.

<u>Comm #</u>	<u>Item Description</u>	<u>SKU Pack</u>
477881	DORAL Lg. Pack Signage	5

Program Contact: Linda Haynes, extension #2234

➔ Anderson Training Tapes

(Please disseminate to all Field Sales Managers including Military)

Each Region Operations Unit has a set of Anderson training tapes for Word, Excel and Powerpoint. These tapes are tutorial tapes broken down into three skill levels (beginners, intermediate and advanced).

Contact your Region Operations Manager regarding the use of these tapes.

Program Contact: Your Region Operations Manager
Don Williams, extension #5503

➔ BPE Posting Functions

The DPC Posting Function P50 is now available in BPE for reporting the actual number of displays that have been shipped from the wholesaler to the retailer (Re: FSC-12-A, ROU Workplan Reporting Procedures). Please follow these steps:

1. Access Function P50
2. Enter Account Number
3. Select the correct DPC display by brand and month.
(Both \$5 and \$7 payment descriptions will be available)
4. Record the actual number of paid or non-paid displays shipped to retail

IMPORTANT: Both \$5 and \$7 payment descriptions are listed; however, you may choose either description for reporting the number of paid and non-paid displays that are placed. Actual display payments are issued through TPS. This function will track only the placement of displays—not dollars spent. These will be tracked against the actual planned and allocated amount of displays.

In addition to the P50 function, a new posting date feature has been added to the P10, P20, P30 and P50 functions. You have the option of entering the scheduled delivery date for the template to be automatically posted with the flexibility to revise the date should the direct account schedule change. (Refer to FSC 12A Workplan Reporting Procedures.) Prior to entering the PF5 Post update, enter the planned date that the direct account plans to execute at retail. The system will automatically post on that date.

As a reminder, you have the option to "inactivate" any national/partner's reporting codes that reside in the Sales Reps Poquets which are reported by the ROU. This will eliminate some of the problems of "duplicate reporting" in many situations.

Program Contacts: Your Area Manager of Operations
Sharon Reid, extension #2584
Theresa Coleman, extension #3715

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CELLULAR SURVEY FORM

R. J. Reynolds Tobacco Company is reviewing a national cellular management program. One goal of this initiative is to migrate all existing cellular phones used for approved business purposes to the best available corporate rate plans offered by the various cellular carriers. Most cellular service providers offer corporate rates based on the quantity of end users utilizing their system. In order to take advantage of better rate plans, we need to identify those individuals using cellular phones in which R. J. Reynolds reimburses business calls.

Please complete the information below for each cellular number you are submitting for reimbursement. This information will help us with our cellular program initiative and improve the rates you pay for cellular service. Thank you for your assistance. Please complete this form by _____ and send to: _____.

Region Name/Number: _____

Employee Name: _____

Job Title: _____

Division Number: _____

Cellular Number: _____

Current Carrier: _____

Electronic Serial Number (ENS): _____

This can be obtained from your cellular carrier via dialing 611 or *611 upon request.

Contract Expiration Date: _____

If you are under a current contract with your cellular carrier.

What is your current monthly access rate? _____

What is your current peak airtime rate? _____

What is your current off-peak airtime rate? _____

How many free minutes do you receive each month? _____

What is your estimated monthly usage (minutes)? _____

What is your estimated monthly usage for business (minutes)? _____

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